

# Secretary of State Bill Jones

# OUTREACH

California



Winter 2001

## Vote America

Welcome to the 13<sup>th</sup> edition of **OUTREACH California**. For those of you who have just been added to our distribution list, let us briefly describe what this newsletter is all about.

This biannual newsletter chronicles the general subjects of voter registration and participation. It serves as one of the many ways that the Secretary of State's Office is sharing new and innovative ideas with other elections officials, community groups and businesses throughout the state and country.

**OUTREACH California** has two essential purposes:

- (1) We want you to share your thoughts and suggestions with us. If you feel there is something that others should know regarding elections, voting, registration, etc., let us know and we will include it in our next issue.
- (2) We want to share with you some of the ideas and programs that we are currently working on here in our office.

Together we can achieve our goal of 100 percent voter participation in all elections!

The California Secretary of State's Office is launching a new project to address the sentiment so many people share in the aftermath of the September 11<sup>th</sup> tragedies - the want and the need to help our country and make a difference!

The program is called **Vote America**. The goal of the **Vote America** project is to provide every eligible voter with the opportunity to be a part of America and help protect democracy by strengthening it at its very core — the ballot box. **Vote America** is a voter education and voter turnout program. It is also a volunteer recruitment program, which encourages Americans to get involved by becoming a **Vote America** volunteer to serve as a poll worker, conduct a voter registration drive in their community, pledge to take five voters to the polls and much, much more.

**Vote America** has a very strong web-presence, providing information and opportunities to register to vote, sign up to help recruit voters and poll workers, etc. We also are looking to conduct **Vote America** events around the state with **Vote America** partners, such as national and local businesses, community organizations and local elected officials. Still in the planning stages, we're looking to do a number of **Vote America** events that may include town hall meetings, non-partisan candidate debates as well as rallies and school assemblies to get the word out about **Vote America**.

In addition, we are working with the president of the National Association of Secretaries of State to make **Vote America** a national program.

Check out the **Vote America** website at [www.voteamerica.ca.gov](http://www.voteamerica.ca.gov) to learn more about the project and to get involved!



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## Team of ROP Alumni Design Outreach Logo

Each Election Day, people 18 years of age and older are needed to work at the 1,600 polls throughout Orange County. Yet last November, nearly one-third of the 6,700 poll workers reneged within the week prior to elections. The Orange County Registrar of Voters is busy seeking new ways to expand its pool of dedicated poll workers. This is where the Regional Occupational Program (ROP) enters the picture.

Alumni from ROP computer graphics classes in Orange and throughout Orange County agreed to form a ROP graphics team of volunteers to support the cause. Their mission was to design a logo and some publicity materials for the newly created outreach effort called 'P.S. Work the Polls!' The slogan 'P.S. Work the Polls' refers to such semantics as Patriotic Service, Personal Satisfaction, Pride and Strength, and Please Sign up.



The group met weekly to address their client's needs and to help strengthen one another's graphic designs. The group designed a host of additional logo designs following the tragedy of September 11, by incorporating the American flag and patriotic colors. In just five short weeks, the team of seven ROP alumni generated more than 50 potential logo designs and numerous page layouts for the Sample Ballot and recruitment materials.

The Orange County Registrar of Voters and public relations committee were very impressed with the work accomplished. "It's wonderful to have a group of eager and hardworking graphic artists willing to volunteer their time, despite hectic work and school schedules," shares Registrar of Voters, Rosalyn Lever. "The hardest part was choosing the one logo design. They all were fantastic," she adds.

The selected logo will appear throughout the Orange County Sample Ballot and be used on posters, brochures, and other recruitment materials and supplies. The graphics team also designed a logo, similar to the Orange County logo, which is being considered at the statewide level for possible use on lapel pins and other publicity materials (this logo is printed above).

ROP alumni involved included: Caroline Brown and Art Gilbert, Capistrano-Laguna Beach ROP; Veronica Fuerte and Jeff Shimmin, Central County ROP; Chris Hindman and Jessica Skelton, Coastline ROP; and Mark Yaddow, North Orange County ROP.

If interested in working at the Orange County polls, call (714) 567-7580. For more information about Orange County ROP courses and services, contact the Career Education Center at (714) 997-6066 or visit the web site at [www.ropcentralcounty.tec.ca.us](http://www.ropcentralcounty.tec.ca.us). If you live in a county other than Orange County, and are interested in working the polls within your county, please visit [www.ss.ca.gov/elections/elections\\_d.htm](http://www.ss.ca.gov/elections/elections_d.htm) to obtain contact information for your county elections official.

## Arsalyn - Promoting Voting Among Youth!

### PSA Project "Your Vote is Your Voice"

**A**rsalyn ([www.arsalyn.org](http://www.arsalyn.org)) - a program of the Ludwick Family Foundation, which promotes youth civic and political engagement, is collaborating with the LA County Registrar's Office and the California Secretary of State's Office in producing a video public service announcement (PSA) promoting youth voter registration and voting.

The plan is to place the PSA on movie and TV screens. The PSA will direct viewers to a website called [register2votenow.com](http://register2votenow.com), where users can register to vote and find links that will help them become informed voters. The PSA is being produced from footage shot for the Arizona Secretary of State's pro-youth-voting PSA project. It features a diverse group of young people explaining and emphasizing the importance of voting.

### Democracy in Action - Civic Education Curriculum

Arsalyn staff members and consultants are putting the finishing touches on Arsalyn's civic education curriculum, Democracy in Action. The curriculum is currently being reviewed by education consultants. It will be made available to the public before the end of the year.

Democracy in Action brings high school students trained by their teachers into elementary schools for lessons about democracy and voting. The five-week curriculum culminates in an election simulation for elementary students timed to coincide with local elections. The curriculum is based on Arsalyn's Democracy in Action project, which has been implemented successfully in Southern California schools.



## NALEO Educational Fund - Voces del Pueblo Program

**T**he NALEO Educational Fund sought to increase the number of Latinos who voted in the 2001 municipal elections in the cities of Los Angeles, Houston and New York through a targeted and comprehensive campaign. The campaign included a voter education effort coupled with an intensive field program with focused messages. NALEO's direct contact efforts and targeted messages focused on Latino voters who, based on their past voting performance, were less likely to participate in the municipal elections. The comprehensive campaign consisted of voter forums, phone calling, door knocking, targeted mail and radio ads.

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Voces del Pueblo is a three-step program. People were asked what issues mattered most to them through a series of discussions in Latino communities. Then, the community was shown that their concerns had been heard by hosting a debate and allowing neighborhood residents to pose their questions directly to the candidates. Finally, invitations were extended to voters to participate on Election Day. The NALEO Educational Fund targeted 200 of the lowest-turnout precincts in Los Angeles - places with voters who have not taken part in elections for years. The NALEO Educational Fund chose to communicate with voters that few were talking to - young voters, occasional voters, disengaged voters and newly registered voters.

## Voter Participation Hall of Fame

The “Voter Participation Hall of Fame” honors individuals and organizations for their outstanding voter outreach efforts. Nominations are solicited from county elections officials, members of the Legislature, and the general public. Winners are presented with a resolution and an award to honor their achievement. In addition, their names are added to a plaque, which is permanently displayed in the “Voter Participation Hall of Fame” display at the Secretary of State’s Office in Sacramento.

The Secretary of State’s Office is proud to announce the winners of the 2000/2001 “Voter Participation Hall of Fame” Awards.

- **Sylvia Levin:** Ms. Levin was honored for working as a non-partisan deputy registrar in Los Angeles County for more than 27 years and registering more than 40,000 people. Ms. Levin has received numerous accolades from government officials. In addition, she has been honored as an “Unsung Hero” by NBC4 News in Burbank.
- **SMUD:** The Sacramento Municipal Utility District was honored for consistently reminding its customers to register to vote and to vote on election day by providing reminder messages and voter information in its newsletter and on specially printed customer billing envelopes.
- **Juanita Zarilla, City Clerk of the City of Laguna Niguel:** Juanita Zarilla, City Clerk of the City of Laguna Niguel, was honored for increasing voter registration and participation in the City of Laguna Niguel. Ms. Zarilla utilized innovative techniques in her outreach efforts. She displayed enlarged versions of Secretary of State outreach posters in bus shelters, provided reminder notices in citywide publications, wrote editorials for local newspapers, worked with community groups, and utilized the city’s main switchboard to provide polling place look up assistance.
- **Mischelle Townsend, Riverside County Registrar of Voters:** Ms. Townsend and Riverside County were honored for their exemplary work in being the largest county in the nation to provide countywide touch screen voting for voters during a presidential election.
- **Kids Voting California:** Kids Voting California was honored for promoting voter participation and educating students about the voting process. Under the leadership of Justin Trinh-Halperin, Executive Director, Kids Voting California assisted more than 30,000 kids to vote a mock ballot in Santa Clara and Santa Cruz Counties in November 2000.



### Web Site Project

In collaboration with the Golden State Museum and the communications firm, 4th Revolution, the Secretary of State’s Office is working on a new web site project called Shake the State ([www.shakethestate.org](http://www.shakethestate.org)). Expected to launch in January 2002, the Shake the State web site will incorporate a combination of online exhibits, rich curriculum, interactive games, and extensive online resources, to explore California’s history and the importance of civic participation. Shake the State will be an all-encompassing web site that will appeal to students, as well as their parents and teachers. The web site will contain such features as “Movers and Shakers,” which will highlight stories about students making a difference in their communities, and downloadable K-12 lesson plans, which can be used by teachers in their classrooms.

To be notified by e-mail when the Shake the State program is officially unveiled, please visit [www.shakethestate.org](http://www.shakethestate.org) and enter your e-mail address.





## Here's a Tip... Vote!

**B**uilding on the successful "Here's a Tip...Vote!" program that was launched prior to the November 7, 2000 Presidential General Election, the California Restaurant Association (CRA) has once again joined forces with the Secretary of State's Office. As part of the program, 15,000 "Register to Vote" electrostatic decals will be distributed to restaurants throughout the state in early January 2002. Restaurant managers and owners will be encouraged to display the decals on their main entrances to remind their patrons to register to vote.

The restaurant industry is the largest employer in California, representing 911,100 jobs. The California Restaurant Association has 3,400 members who represent 14,000 restaurants throughout California.

## The Bulletin Board

Please keep those articles and suggestions coming and remember to send them to:

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### Federal Election Commission (FEC) Conference on Campaign Finance Law

**T**he Federal Election Commission (FEC) is sponsoring a regional conference on campaign finance law for candidates, political parties, and corporate/labor/trade political action committees on February 5-7, 2002 at the Grand Hyatt Hotel in San Francisco.

For registration information, contact Sylvester Management Corporation at 1-800-246-7277. For program information, call 1-800-424-9530 (ext. 1100) or 202-694-1100. Or, you can visit the FEC web site at <http://www.fec.gov/pages/infosvc.htm#conferences>.

### Bridging the Partisan Divide

**A**rsalyn's Regional Conference will be held February 8-10, 2002 at the LAX Airport Renaissance Hotel in Los Angeles. This technical assistance conference will be geared towards helping young people - especially politically active youth - explore the art of political deliberation and to apply this art in "bridging the partisan divide." Arsalyn will invite approximately 85 young people ages 16-20. Arsalyn will provide all conference materials, food, lodging, and a \$175 stipend for regional travel to selected applicants. For more information and to register, call 626-914-5404 or visit Arsalyn's web site at <http://www.arsalyn.org>.



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